

**PREACHING IN A
WHATEVER WORLD**

**GET A
CAPTIVATING
TITLE**

**WHAT'S YOUR
BIG IDEA?**

**WHAT DO YOU
WANT THEM TO
KNOW, FEEL
AND DO**

WHO'S LISTENING?



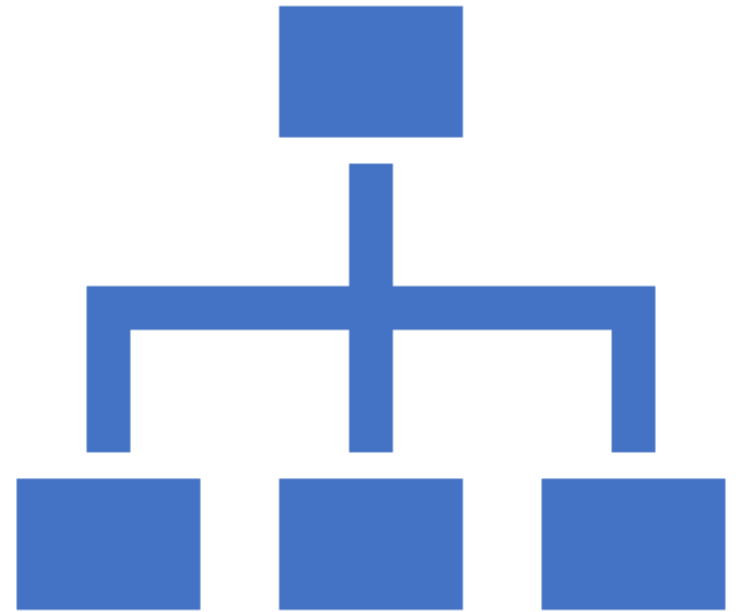
LAUNCH STRONG



**ALWAYS TELL
STORIES**

BUILD YOUR CREDIBILITY

BASIC STRUCTURE



LAUNCH

**STATE
ILLUSTRATE
CTA**

BRING IT HOME

ANDY STANLEY

ME

WE

GOD

YOU

WE

**COMMIT TO
STUDY**

REHEARSE YOUR MESSAGE

LESS IS MORE

LISTEN TO THE PODCAST



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